



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

## Contract # 841533

**Schedule Dates** 10/22/12-10/28/12  
**Advertiser** Pat McCrory for NC Governor (26626)  
**Agency/T-Code** Smart Media Group (7611)/788239874  
**Product** Political - State Governor (1177)  
**Brand** C22C28 REPUBLICAN NC GOV (173668)  
**Salesperson** Nesci, Mark (3195)  
**Sales Office** HRP - Washington DC  
**Buyer Name** HANLEN,LINDSAY  
**Phone/Fax** (919) 424-7128 /  
**CPE** MCCRO/ORDR/C22C28  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments** MCCRORY FOR GOVERNOR

**Date Entered** 07/10/12  
**Last Modified** 09/14/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06218606  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,701.50  
**Net Total** \$15,308.50  
**Sales Tax**

### Charlotte (WCNC) (WCNC)

By Broadcast Month	Spots	Rate
Oct. 2012	37	\$18,010.00
<b>Grand Total:</b>	<b>37</b>	<b>\$18,010.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	10P- Dateline NBC						1			1	\$1,350.00	\$1,350.00	Charlotte (WCNC) (WCNC)		7/10/12
2.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	11:34P- 12:37A (ET)						1			1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
3.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	11:59A- 12:30P (ET)						1			1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
4.0	Normal Line / SPOT	10/26/12-10/26/12	3	:30	6:30P- 6:59P (ET)						1			1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
5.1	Normal Line / SPOT	10/26/12-10/26/12	5	:30	6:59P- 7:30P (ET)						1			1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)	JEOPARDY	8/1/12
6.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	11:59A- 12:30P (ET)		1							1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
7.0	Normal Line / SPOT	10/22/12-10/22/12	3	:30	6:30P- 6:59P (ET)		1							1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
8.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	11:29P- 1:02A (ET)							1		1	\$425.00	\$425.00	Charlotte (WCNC) (WCNC)	LATE MOVIE	7/10/12
9.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	6:30P- 7P (ET)								1		\$630.00		Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
9.0.1	Preempt	10/28/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception -	
10.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	8A- 9A (ET)								1	1	\$470.00	\$470.00	Charlotte (WCNC) (WCNC)	SUN TODAY	7/10/12
11.0	Normal Line / SPOT	10/25/12-10/25/12	3	:30	6:30P- 6:59P (ET)					1				1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
12.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	6:59P- 7:30P (ET)					1				1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12
13.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	11:34P- 12:37A (ET)			1						1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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**Charlotte (WCNC) (WCNC)**

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14.0	Normal Line / SPOT	10/23/12-10/23/12	3	:30	6:30P- 6:59P (ET)			1						1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
15.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	6:59P- 7:30P (ET)			1						1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12
16.0	Normal Line / SPOT	10/24/12-10/24/12	4	:30	11:59A- 12:30P (ET)				1					1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
17.0	Normal Line / SPOT	10/24/12-10/24/12	3	:30	6:30P- 6:59P (ET)				1					1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
18.0	Normal Line / SPOT	10/26/12-10/26/12	4	:30	11P- 11:34P (ET)						1			1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
19.0	Normal Line / SPOT	10/26/12-10/26/12	5	:30	7:30P- 7:58P (ET)						1			1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)		8/1/12
20.0	Normal Line / SPOT	10/22/12-10/22/12	4	:30	11P- 11:34P (ET)		1							1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
21.0	Normal Line / SPOT	10/22/12-10/22/12	5	:30	11:34P- 12:37A (ET)		1							1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)		8/1/12
22.0	Normal Line / SPOT	10/22/12-10/22/12	5	:30	6:59P- 7:30P (ET)		1							1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)		8/1/12
23.0	Normal Line / SPOT	10/22/12-10/22/12	5	:30	7:30P- 7:58P (ET)		1							1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)		8/1/12
24.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	11P- 11:34P (ET)							1		1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
25.0	Normal Line / SPOT	10/27/12-10/27/12	5	:30	6:59P- 7:30P (ET)							1		1	\$225.00	\$225.00	Charlotte (WCNC) (WCNC)		8/1/12
26.0	Normal Line / SPOT	10/27/12-10/27/12	5	:30	7:30P- 7:58P (ET)							1		1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)		8/1/12
27.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	11P- 11:34P (ET)								1		\$515.00		Charlotte (WCNC) (WCNC)		8/1/12

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27.0.1	Closed Preempt	10/28/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - NFL	
28.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	6P- 6:30P (ET)								1	1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)		8/1/12
29.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	11P- 11:34P (ET)					1				1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
30.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	11:34P- 12:37A (ET)					1				1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)		8/1/12
31.0	Normal Line / SPOT	10/25/12-10/25/12	4	:30	11:59A- 12:30P (ET)					1				1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)		8/1/12
32.0	Normal Line / SPOT	10/25/12-10/25/12	5	:30	7:30P- 7:58P (ET)					1				1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)		8/1/12
33.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	11P- 11:34P (ET)			1						1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
34.0	Normal Line / SPOT	10/23/12-10/23/12	4	:30	11:59A- 12:30P (ET)			1						1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)		8/1/12
35.0	Normal Line / SPOT	10/23/12-10/23/12	5	:30	7:30P- 7:58P (ET)			1						1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)		8/1/12
36.0	Normal Line / SPOT	10/24/12-10/24/12	4	:30	11P- 11:34P (ET)				1					1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
37.0	Normal Line / SPOT	10/24/12-10/24/12	4	:30	11:34P- 12:37A (ET)				1					1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)		8/1/12
38.0	Normal Line / SPOT	10/24/12-10/24/12	5	:30	6:59P- 7:30P (ET)				1					1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)		8/1/12
39.0	Normal Line / SPOT	10/24/12-10/24/12	5	:30	7:30P- 7:58P (ET)				1					1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)		8/1/12
40.0	M/G For 27.0.1 / SPOT	10/28/12-10/28/12	4	:30	11:30P- 12A (ET)								1		\$515.00		Charlotte (WCNC) (WCNC)		9/14/12

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40.0.1	Preempt	10/28/12															Charlotte (WCNC) (WCNC)	I-NA on Entry/Exception - NOT BUMP RATE	

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Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments: